

Hispanic Connection Database

MID: 891458-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Total universe	12,393,984	\$70.00
Affluent	2,231,105	+15.00
Brazil	54,908	+15.00
Colombia	66,249	+15.00
Costa Rica	4,610	+15.00
Cuba	658,288	+15.00
Dominican Republic	18,899	+15.00
Ecuador	19,121	+15.00
EL Salvador	15,740	+15.00
Guatemala	14,232	+15.00
Honduras	11,866	+15.00
Mexico	9,263,802	+15.00
Peru	7,928	+15.00
Puerto Rico	1,995,653	+15.00
Spain	37,383	+15.00

Net name arrangement (minimum 25,000), 85% plus 10.00/M running charges.

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Education	\$15.00	M	extra	
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Credit Card	\$15.00	M	extra	
Donor	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender/Sex	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
House Value	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Investors	\$15.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Net Worth	\$25.00	M	extra	
Occupation	\$15.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Spoken Language	\$15.00	M	extra	
Key Coding	\$3.00	M	extra	

----- PERSONNEL -----

List Owner

Datamatrix Lists
3530 Route 27, 2nd Floor
Kendall Park, NJ 08824
Phone: 732-940-1500
Fax: 732-940-1501
E-mail: sales@datamatrixlists.com

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

----- SUMMARY DESCRIPTION -----

Hispanics living in America.
50% male, 50% female.

----- DATACARD DESCRIPTION -----

'HISPANIC CONNECTION' DELIVERS MARKETERS ACCESS TO THE FASTEST GROWING DEMOGRAPHIC GROUP IN AMERICA. AS THE UNITED STATES BECOMES MORE DIVERSE, THIS SEGMENT RETAINS IMMENSE PRIDE IN THEIR CULTURAL HERITAGE AND MAINTAINS A STRONG SENSE OF COMMUNITY. HISPANIC-AMERICANS ARE KNOWN FOR DEDICATED BRAND LOYALTY AND ARE INCLUDED TO PURCHASE BRANDS AND PRODUCTS THAT CATER TO THEIR DEMOGRAPHIC. BY CHOOSING COUNTRY OF ORIGIN, SPOKEN LANGUAGE, LIFESTYLE/INTERESTS OR OTHER SELECTIONS, YOU CAN FURTHER IDENTIFY YOUR TARGET MARKET. AN EXCELLENT RESOURCE FOR A VARIETY OF OFFERS INCLUDING CREDIT CARDS, INSURANCE, MAIL ORDER CATALOGS, TRAVEL, AUTOMOTIVE, FINANCIAL SERVICES, AND, OF COURSE, ANY CAMPAIGN DEALING WITH ETHNIC ALL ORIENTED PRODUCTS OR SERVICES.

SRDS Classification

USA Consumer 557 Hispanic

----- LIST SOURCE -----

Source	Note
Controlled Circ	Multi-sourced

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% commission to brokers.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
E-mail	\$50.00		fee	
Cartridge	\$50.00		fee	
CD-ROM	\$50.00		fee	
FTP	\$50.00		fee	

----- RESTRICTIONS -----

Telemarketing is allowed. Exchange is not allowed; net name is allowed; reuse is allowed.

----- UPDATE SCHEDULE -----

Updated monthly.